



Internet Publishing

**Wide Area Information
Servers, Inc**

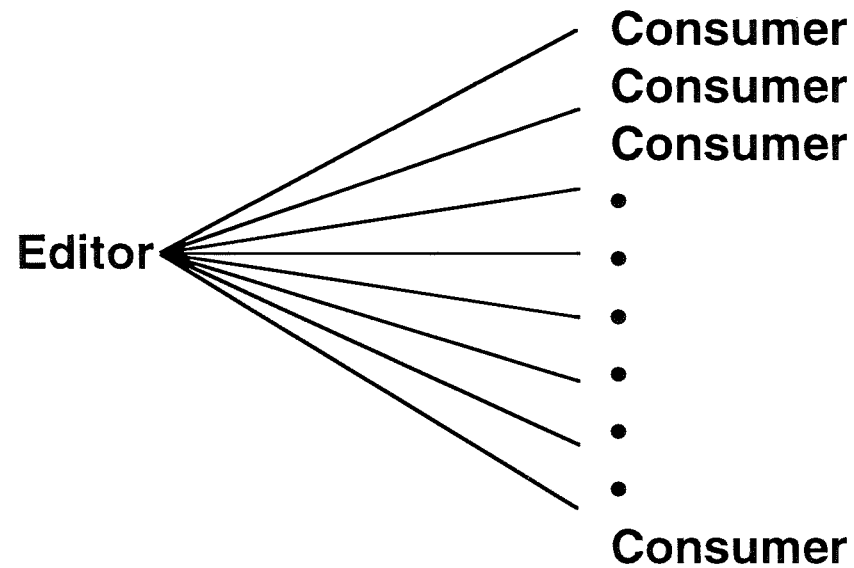
Brewster Kahle, CEO

Publishing in Transition

- More publications
- Fewer readers per publication (avg.)
- New players (e.g. CNN, USA Today)
- New technologies: CD-ROM, On-line
- Consumers taking control by selection

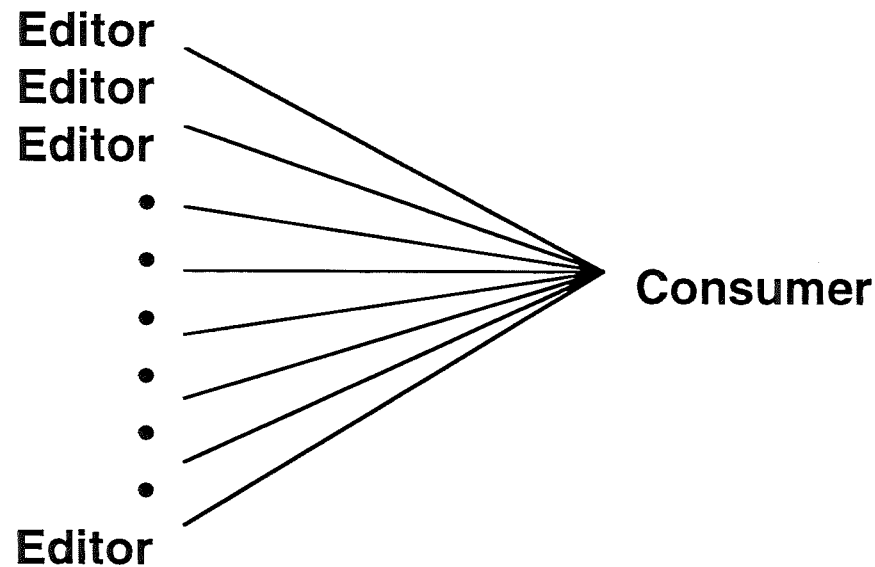


Publishing of Old: Push



- One to many
- Same for all
- Editors set schedules

Publishing Today: Consumer Pull



- Integrated access to multiple sources
- Personal preferences drives the flow
- Easy Delivery



Consumer's Demand...

Ease of FIND

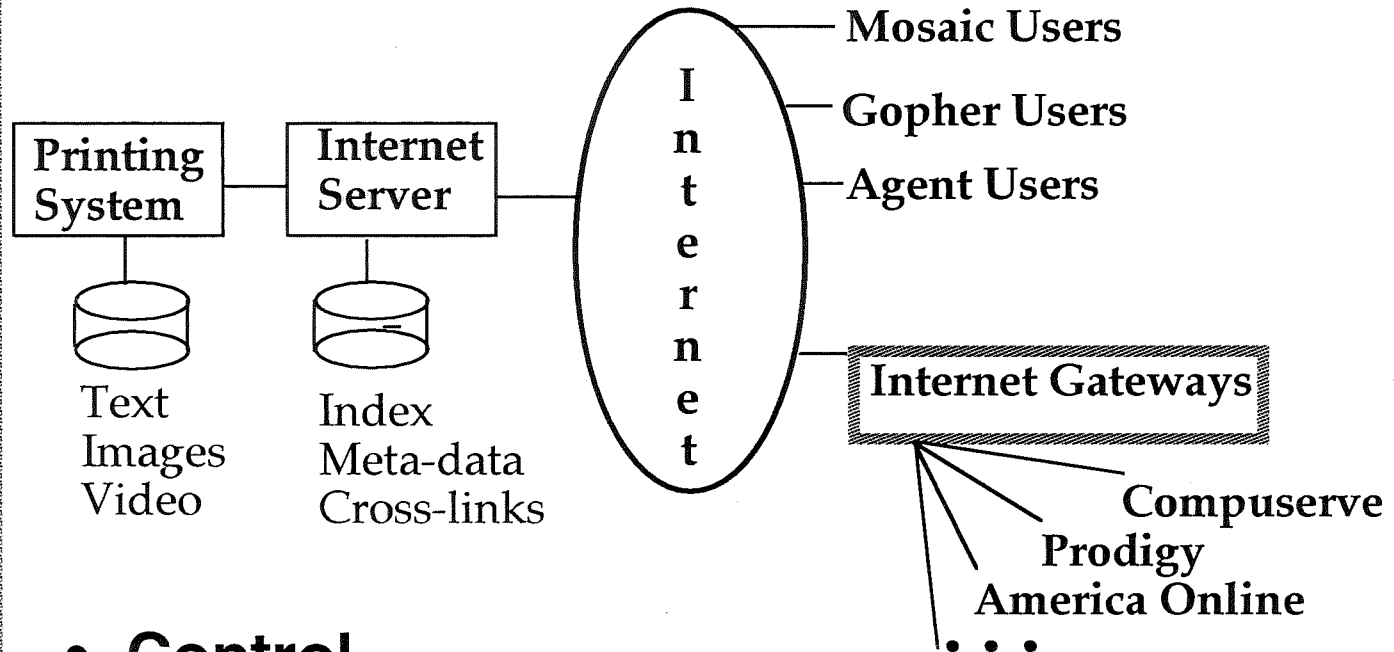
- **Easy:** Integrated delivery to *their* environment
- **Fast:** Integrated access to all relevant sources
- **Relevant:** high quality and on target



Why the Internet?

- Growth
- Architecture
- Momentum
- Users have Flipping the Equation:
 - Don't Push
 - This is about "Demand Pull"

Internet Publishing for the Publisher

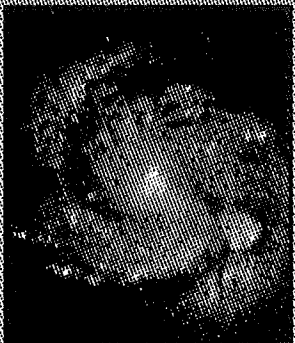


- Control
- Distribution
- Advertising and Profits



WAIS does this Now

- **Server Technology**
- **Protocols for Integration and Agents**
- **Complete services for Publishers**
- **Technology Partners**



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FINet Galaxy Directory Services

Search for: shopping

Search **Clear selections**

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World-wide Web Results - for "shopping on the net"

40 of 941 qualifying documents in database. (You can use boolean phrases to refine your search.)

- [No Title](#) - *Score: 1000 Size: 328000*
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- [Commercial Sites on the Web](#) - *Score: 470 Size: 39110*
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- [Interesting Business Sites on the Web](#) - *Score: 283 Size: 18268*
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Display a list of

40 articles

where is stanford university?

Britannica Online contains at least 40 items relevant to 'where is stanford university'.

Stanford University (2,900 bytes)

official name LELAND STANFORD JUNIOR UNIVERSITY, private
coeducational institution of higher learning at Palo Alto, Calif., U.S. The university
was founded in 1885 and opened in 1891 by railroad magnate Leland Stanford and
his wife, Jane (née Lathrop), and was dedicated to their deceased only child, Leland,
Jr. The doors . . .

Stanford (Almasa) Leland (1,832 bytes)

(b. March 9, 1824, Waterthet, N.Y., U.S.--d. June 21, 1893, Palo Alto, Calif.),
American senator from California and one of the builders of the first U.S.
transcontinental railroad.

SLAC (3,133 bytes)

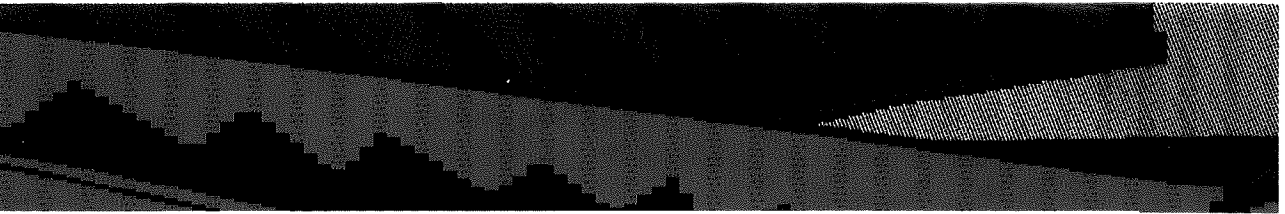
acronym of the **Stanford Linear Accelerator Center**, located at **Stanford University**, Palo Alto, Calif., U.S. SLAC is a centre for research in particle physics
(the study of the fundamental constituents of matter), run by **Stanford University**
but used by physicists from across the United States and from other countries. It
houses the longest . . .

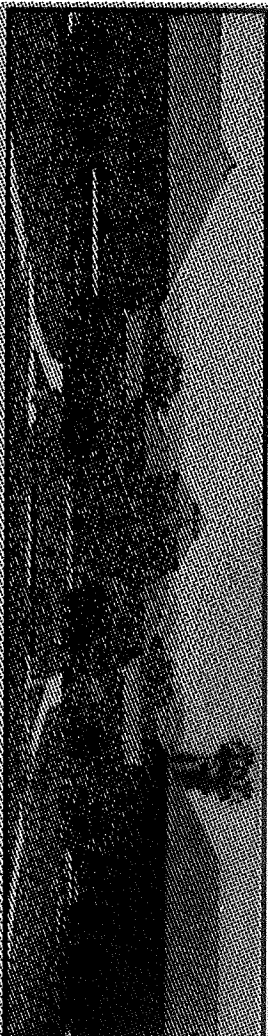
Stanford University,

official [Index] name L. EL AND STANFORD JUNIOR UNIVERSITY, private coeducational institution of higher learning at Palo Alto, Calif., U.S. The university was founded in 1835 and opened in 1891 by railroad magnate Leland [Index] Stanford and his wife, Jane (née Lathrop), and was dedicated to their deceased only child, Leland, Jr. The doors were opened in 1891 to 559 students. The university campus consists largely of Stanford's former Palo Alto farm. The founders also established an endowment of \$21,000,000. The buildings, conceived by Frederick Law [Index] Olmsted, the creator of Central Park in New York City, are of soft buff sandstone in a style similar to the old California mission architecture, being long and low with wide colonnades, open arches, and red-tiled roofs.

Stanford maintains branch campuses in France, Italy, Germany, Austria, and England. About half of its undergraduates study overseas at them for six-month periods. Advanced study centres are maintained in Japan, Taiwan, and several other countries. The departments of the university are organized into schools of law, medicine, education, engineering, business, earth sciences, and humanities and sciences.

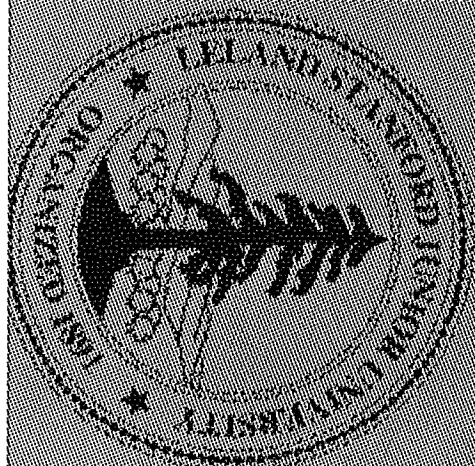
In 1921 the Food Research Institute of Stanford University was organized. The [Index] Hoover Institution on War, Revolution, and Peace, founded by Stanford alumnus Herbert Hoover during World War I, contains more than 1,000,000 printed and manuscript items dealing with 20th-century international relations. The [Index] Stanford Linear Accelerator Center was established in 1961 when Congress appropriated \$114,000,000 for construction on the campus of an accelerator 2 miles long under contract with the Atomic Energy Commission. The Stanford Medical Center, completed on the campus in 1959, now has more than 550 beds. The Hopkins Marine Station is maintained by the University at Pacific Grove on the Bay of Monterey.





Stanford University

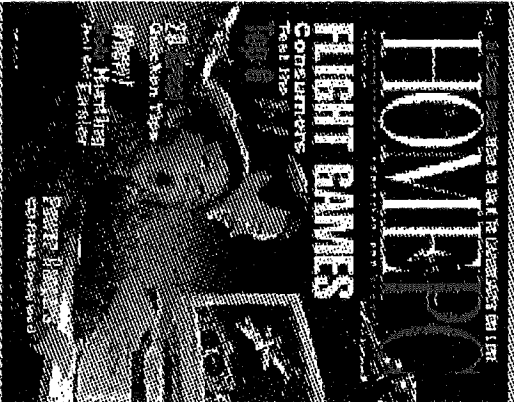
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- Schools and Departments
- Centers



Stanford University

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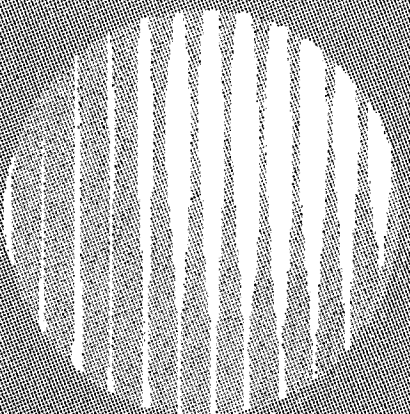
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The New World



The Globalyst

ALVIN LACI, Prince Regu, Information Services Division, 614-288-4571, or Andy Boyer, Network Service Division, 614-789-3351, both of Compuserve Incorporated, or Andrew Kantor of Mecklermedia, 208-226-6967, or Deanna Leung of SPRY, Inc., 208-442-8231, or e-mail, Deanna@spry.com/

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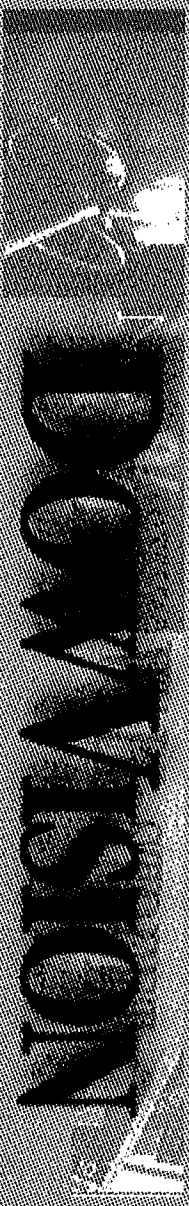
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COMPUSEIVE AND SPRY POSITIONED TO DELIVER TOTAL INTERNET SOLUTIONS

Date: Dec 1, 1994, **Words:** 1663, **Score:** *****

MCI introduces InternetMCI: Portfolio of services includes new secure shopping mall, easy to use software and high-speed connections to the Internet

Date: Nov 22, 1994, **Words:** 1538, **Score:** *****

Internet Channel revolutionizes Internet access for Windows with 5 minute new account sign-up and automatic configuration. New instant Internet WebSurfer and Archive applications added

Date: Nov 8, 1994, **Words:** 1377, **Score:** *****

BookLink Technologies, Inc Signs Distribution Agreement with Macmillan Publishing

Date: Oct 25, 1994, **Words:** 1120, **Score:** *****

Internet Express launches national service; company provides complete, reliable Internet access, including graphical World Wide Web

Date: Nov 10, 1994, **Words:** 651, **Score:** *****

COMPUSErVE AND SPkY POSITIONED TO DELIVER TOTAL INTERNET SOLUTIONS

Source: PR News Wire via DowVision

Date: Dec 1, 1994

Time: 11:51 am

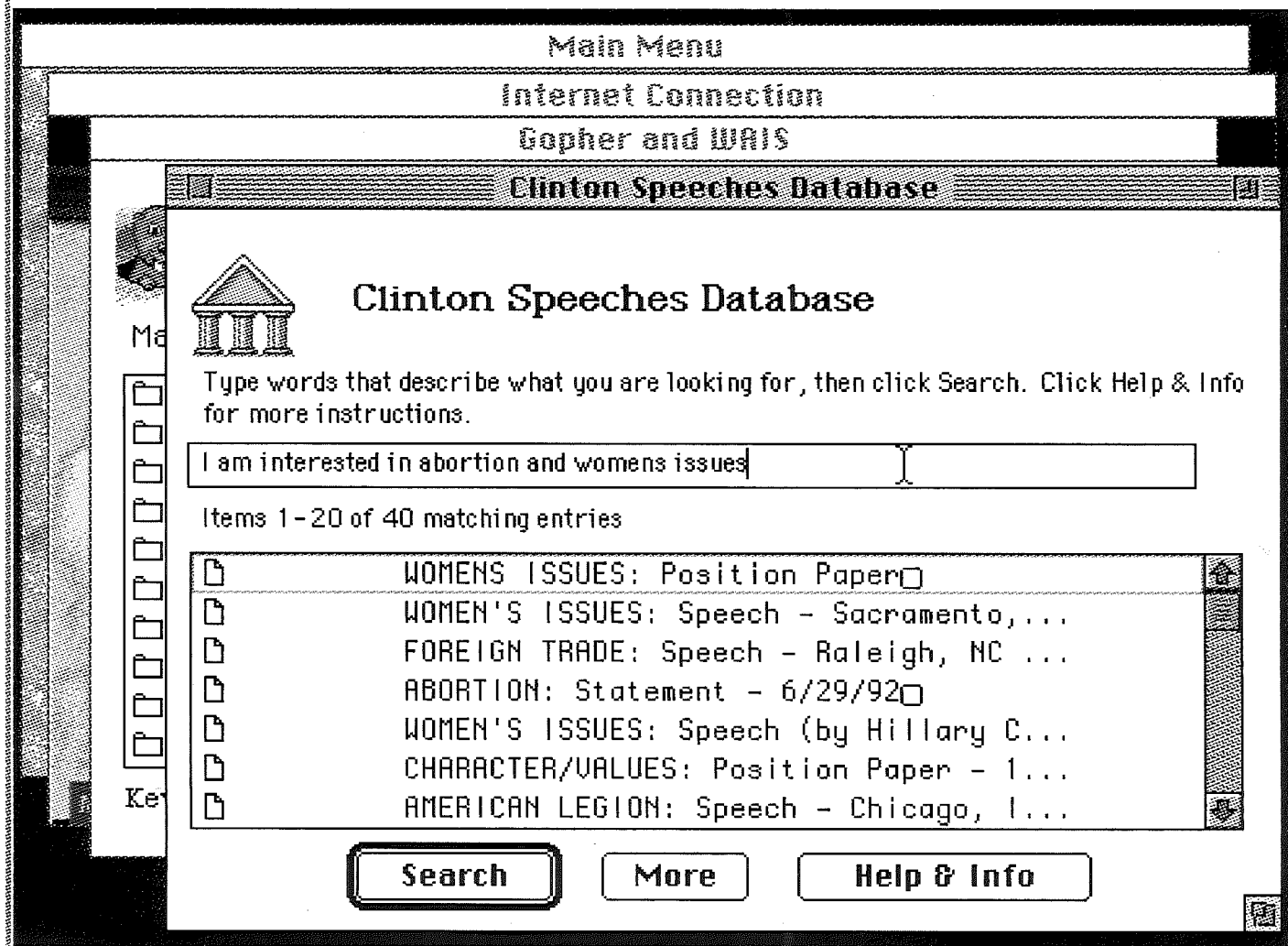
Relationship Positions Firms as the Leaders in Making

the Internet Work for Corporate Customers and Consumers

COLUMBUS, Ohio, Dec. 1 /PRNewswire/ --- CompuServe Incorporated and SPkY, Incorporated launched the most comprehensive set of corporate Internet offerings in the industry today as they announced a partnership that will deliver services that enable companies to achieve their specific business objectives by using the Internet.

CompuServe, which offers networking services for companies worldwide and the CompuServe Information Service, and SPkY, the leading developer of instant Internet access software, also announced a business relationship that enhances network connectivity for users of SPkY's Internet in a Box(TM)

America Online Gateway



Agent Based Delivery

APR 11 1991 PM

The New News Service

not, 3/25/91 8:00 AM

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Information

A LINK TO MARKS
A SYSTEM THAT DOESN'T LOOK LIKE A

IT'S A SYSTEM THAT DOESN'T LOOK LIKE A
SYSTEM

FOR BARRADOS, A \$400 MILLION GOV. REPORT

BEING BROKEN
FORMER COMMUNIST BOSS WOMEN SEE RIGHTS

FRANCE REMAINS MAJOR PLAYER IN FORMER
AFRICAN COUNTRIES

GLOBAL MARKETS: STUPIDLY SWEETEN
HOLD'S PROMISE

GOVERNMENT SAYS IT WILL BAN WEARING OF
HEAD SCARVES IN PUBLIC

RESERVE OLD REVER
IN AFRICANA, A NEW SECURITY APPARATUS

Extra Service



Extra Service



transmission & extra
services
prolonged & services
extra

transmission
services
prolonged & services
extra

Extra Service



Extra Service



Extra Service



Extra Service



Extra Service



Extra Service



Extra Service



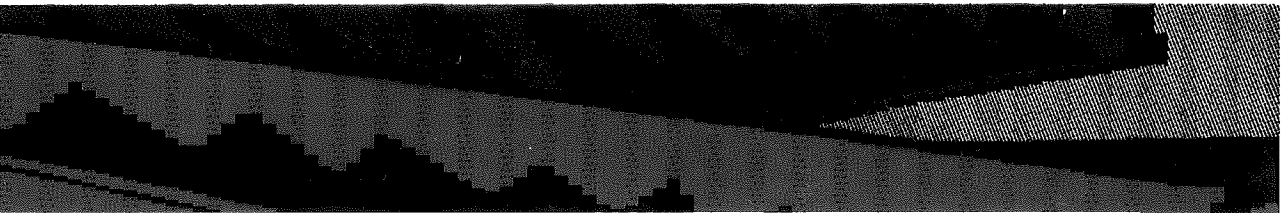
Extra Service





Internet Consumer's Credo

- **Relevant** (What I want)
- **Easy** (How I want it)
- **Fast** (When I want it)



Internet Publishers' Response

- Move with the Technology
- Watch your Jewels
- Partner Well
- Do it now





Internet Consuming: Towards *Ease of “Find”*

- ***Integrated Access*** to Personal/Corporate/
Published Information
- ***Personal Agents*** work on your behalf
across sources
- ***Timely:*** When you want it